



BONANZA AIR LINES



**DEDICATION OF
BONANZA AIR LINES'
NEW HEADQUARTERS
AND
MAINTENANCE BASE**

JUNE 25, 1966

BY

**The Honorable Charles S. Murphy
Chairman, Civil Aeronautics Board
Washington, D. C.**



CITY OF PHOENIX

ARIZONA

HISTORY OF BONANZA AIR LINES, INC.

Bonanza Air Lines, headquartered at Sky Harbor Airport, Phoenix, Arizona, is one of thirteen regional service carriers certificated by the Civil Aeronautics Board for scheduled airline service. It provides air service between many of the smaller communities in the southwest area, between small communities and major air terminals, and between some of the large air terminals. It serves both the local and connecting requirements of the traveling public.

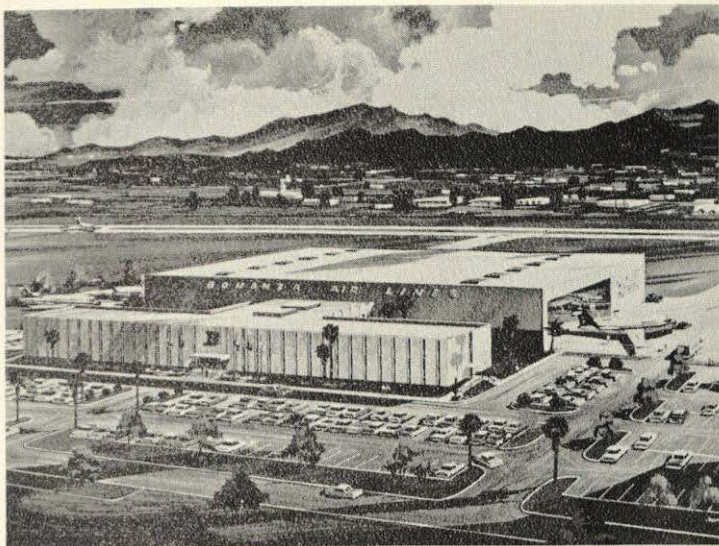
In 1965 Bonanza Air Lines started its twentieth year of airline operations. During that time the airline industry and the technology supporting it have made almost inconceivable strides forward.

In 1946 this company was possessed of one leased C-47 passenger aircraft, with which operations were commenced. During the next fifteen years operations were carried on with a fleet of DC-3 aircraft, the backbone of the entire industry for many years, and in 1960 Bonanza accomplished a conversion from a maximum fleet of ten DC-3's to an all F-27A aircraft fleet to become the nation's first all jet powered airline.

In the five short years since 1960, through developments in aviation technology and Bonanza's own advance planning, Bonanza has progressed to a fleet consisting of twelve F-27A jet prop aircraft and three DC-9's. By 1968 the DC-9 fleet will be increased to six. From its original office at Sky Haven Airport, Las Vegas, Nevada, with ten employees receiving \$30,000 annually in salaries, Bonanza has become an ever-expanding airline, with now one of the finest headquarters and maintenance bases of any of the regional service carriers.

Bonanza operates airport and reservation counters in eighteen cities, as well as City Ticket Offices in Phoenix, Salt Lake City, Reno, Las Vegas, and an off-line office in Tokyo, Japan. Bonanza also has sales representation in New York City, Boston, Chicago, Dallas and San Francisco. Staffing the company are eight hundred forty employees of which approximately five hundred are located in Phoenix. The annual payroll for Phoenix based employees exceeds five million dollars.

Bonanza Air Lines is both pleased and proud to become part of the rapid growth of Phoenix and the State of Arizona. The company should soon move into an era of greatly expanded public service, peak operating efficiencies and optimum economic strength.



Bonanza Air Lines Headquarters and Maintenance Base, Sky Harbor Airport, Phoenix, Arizona



Edmund Converse, President and Chairman of the Board, Bonanza Air Lines

INFORMATION ABOUT BONANZA'S GENERAL OFFICE AND MAINTENANCE HEADQUARTERS

The building complex was built by the City of Phoenix to Bonanza's specifications at a cost of over three million dollars. Bonanza has ten acres of property on a twenty-eight year renewable lease from the City of Phoenix.

The building is designed for growth. The hangar was designed for future expansion to the south. Also, the second floor roof (office building) can be converted to a floor for a third story addition at a later date. Stairwells and elevator shafts have removable plugs.

Hangars	52,000 square feet
Office Building	40,800 square feet
First floor core	28,000 square feet
Second floor core	28,000 square feet
Total space	148,800 square feet



MAJOR BONANZA FIRSTS

- First all jet-powered airline in America.
- First airline to sponsor and support permanent certification legislation.
- First local service airline to make official determination to purchase modern jet-powered aircraft.
- First local service carrier to endorse and actively support guaranty loan legislation sponsored by the Civil Aeronautics Board.
- First local service airline to receive Civil Aeronautics Board approval for purchase of modern, jetprop aircraft.
- First F-27 buyer to purchase larger and more powerful Rolls-Royce RDA-7 engines for F-27 aircraft.
- First jet powered airline operation between Los Angeles-Las Vegas; Phoenix-San Diego; Phoenix-Los Angeles; Los Angeles-Palm Springs; Las Vegas-Phoenix; Las Vegas-Reno; Phoenix-Salt Lake City and Los Angeles-San Diego.
- First local service carrier to obtain authority from Civil Aeronautics Board for non-stop operations in excess of 500 miles.
- First local service airline to secure underwriting and public sale of major common stock issue.
- First airline to provide special reduced air travel rate for members of the clergy.
- First local service airline to have complete all-weather radar fleet.
- First U.S. airline to develop and promote radically reduced resort and commercial excursion fares in shorthaul markets.
- First U.S. airline to propose, and first to file with the CAB, a "Youth Fare", extending half fare to youths aged 12 through 21.
- First U.S. airline to offer an "area" type passenger fare. The "Bonanza-Land" fare authorizes unlimited travel on Bonanza's system in California, Arizona, Nevada and Utah for a flat charge of \$160 for 30 days, and \$90 for 15 days.
- First local service carrier to receive the Presidential "E" Award.
- First U.S. airline to offer "graduated group discount rates" for use on regularly scheduled flights. The plan provides for different price breaks for different size groups, and is intended especially to attract conventionaires, sports fans, service clubs, and other similar organizations to travel by air in groups even though there are insufficient numbers to charter an aircraft.
- First local service carrier to offer all its employees a refundable self-improvement educational program.
- First local service carrier to buy the Douglas DC-9 fan/jet aircraft.